

# BE THE FUTURE

A Social Enterprise Challenge



# What is a Social Enterprise?



Social enterprises develop products or services that address social or environmental issues

Creativity

Problem  
solving

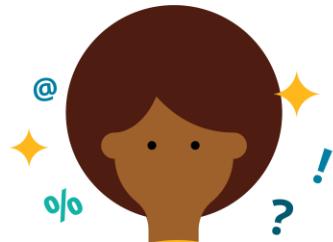
Resilience

Communication

What skills do you need to be a successful social entrepreneur?

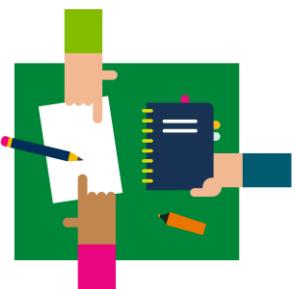


# What is *Be The Future*?



Is there a problem  
you want to solve?

What world do  
you want to live in?



Can your creative ideas  
make a positive impact?



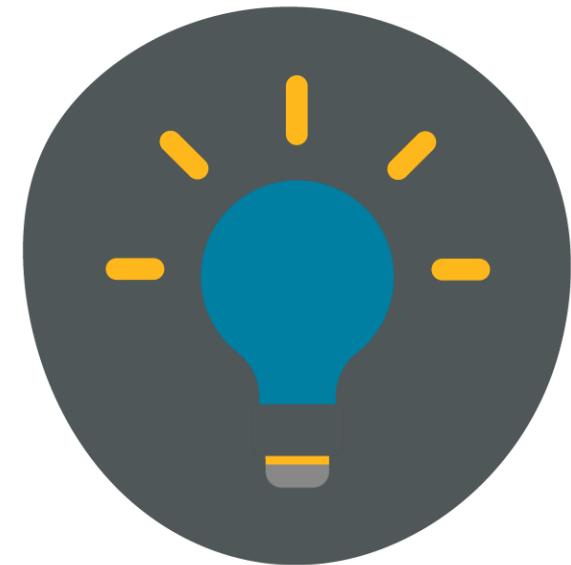
*Be The Future* gives  
you the opportunity to:

demonstrate your social  
enterprise skills

share your creative ideas

make a positive impact!

# What's the challenge?



*...an exciting and realistic idea  
for a social enterprise  
in response to a local, regional,  
national or global issue...*

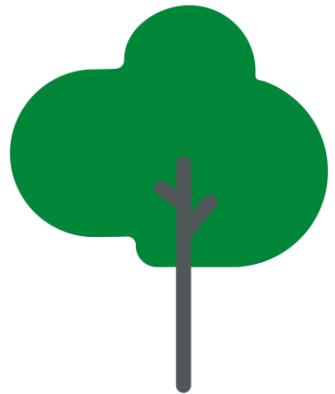
Think about how your ideas can become a social enterprise that works to better the world we live in.



# Making a positive impact



Think about how your idea makes an impact



# Who can enter *Be The Future?*



The challenge is open to anyone at primary school, secondary school, in sixth form or at college.

Learners from Key Stage 1 to Key Stage 5.

You can work on your own or as part of a team.

*Anyone can be a social entrepreneur!*

You don't need to be studying Business or Enterprise. All you need is creative thinking and an interest in building a better future.

You will need to ask a teacher from a school or college to submit your entry for you.



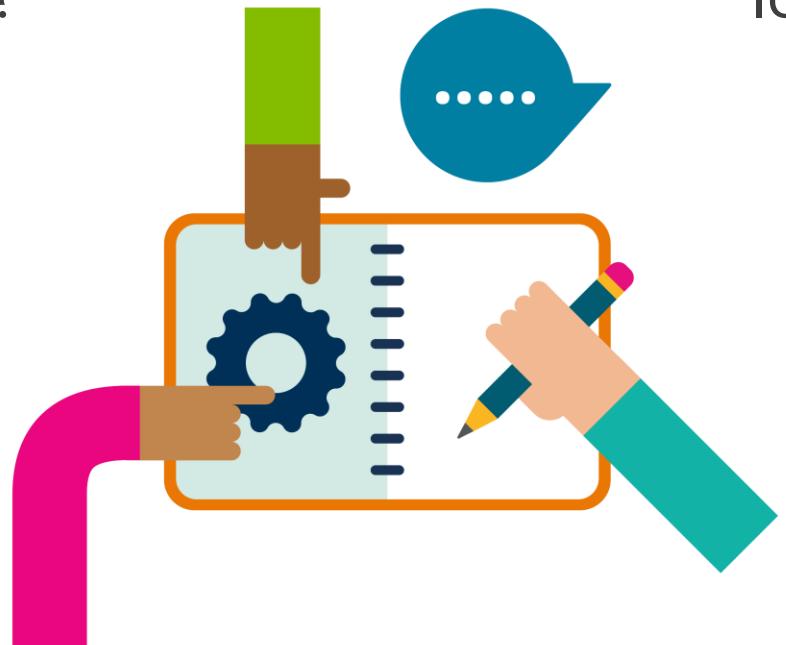
# How to create your idea



Will you work on your own  
or as part of a team?

What problem do  
you want to solve?

What do you want  
to improve?



Does your idea have a  
local, regional, national  
or global impact?

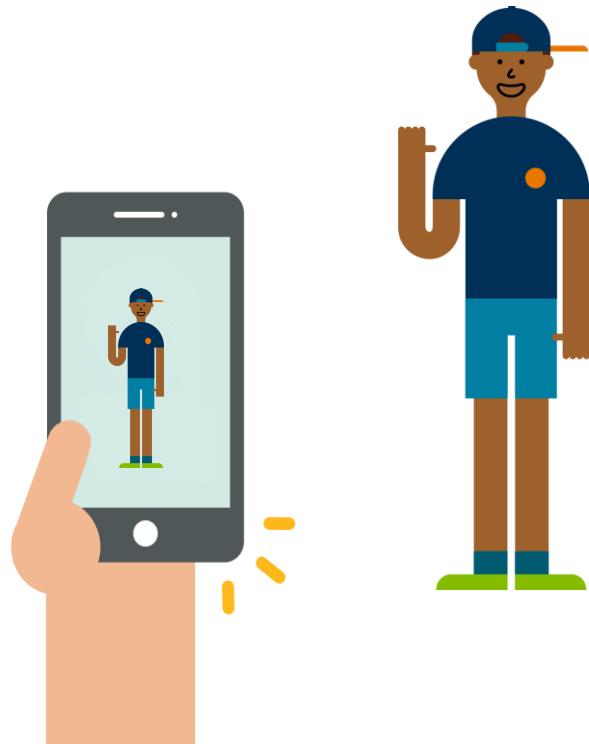
How will your product  
or service work?

How will your  
idea help?

# How to enter *Be The Future*



Send your ideas to the *Be The Future* Challenge judges.



Download and complete  
the activity sheet, available on  
the Pearson website.

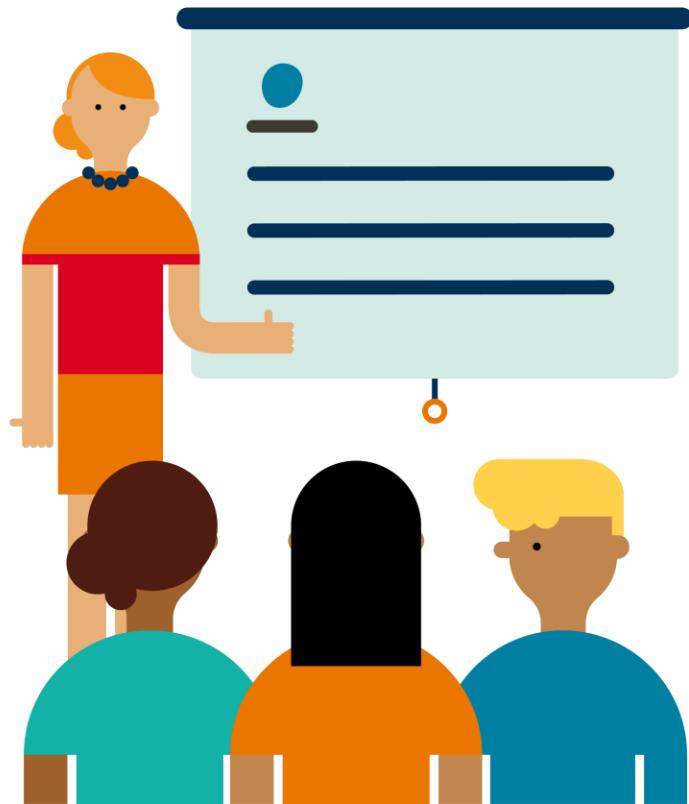
You can also record your ideas  
and send us a video pitch.



You will need to ask a teacher from a school  
or college to enter the Submission Form.



# What is the prize?



Entries will be judged by social entrepreneurs and BTEC Ambassadors.

Top entries will win an opportunity to meet leading social entrepreneurs in a virtual enterprise workshop hosted by the Peter Jones Foundation.

There will be separate workshops for the different Key Stage categories.

# *Be The Future*

## Social Enterprise Challenge

Be creative

Be positive

*Be The Future!*

